

**CITY OF DELTONA, FLORIDA
ECONOMIC DEVELOPMENT EDUCATIONAL & MEDICAL
SUB-COMMITTEE MEETING
FRIDAY, AUGUST 8, 2014**

A Regular Meeting of the Economic Development Educational & Medical Sub-Committee was held on Friday, August 8, 2014 in the 2nd Floor Conference Room at 2345 Providence Blvd., Deltona, Florida.

1. CALL TO ORDER:

The meeting was called to order at 10:00 a.m. by Mr. Ron Paradise for Mr. Jerry Mayes, Staff Liaison.

2. ROLL CALL AND DETERMINATION OF QUORUM:

Chairperson	Rick Demeter	Present
Vice-Chairperson	Vacant	N/A
Sub-Committee Member	Mel Levendorf	Present
Sub-Committee Member	Carlos Valderrama	Present
Sub-Committee Member	George Voll	Present
Sub-Committee Member	Harry Wilkins	Excused
Sub-Committee Member	Christina Payler	Excused
Staff Liaison	Ron Paradise for Jerry Mayes	Present

Chairperson Demeter informed the Sub-committee members Vice-Chairperson Sandell resigned since she moved her residence and business location to Deland. Per the by-laws she is non-qualified as a Deltona Economic Development Advisory Board (DEDAB) or DEDAB Sub-committee member. He stated he will be looking at a replacement for Vice-Chairperson.

Mr. Paradise informed the Sub-committee members Mr. Mayes asked him to conduct the meeting due to the unexpected death of his nephew. He stated our hearts, thoughts and prayers go out to the Mayes family.

3. PLEDGE OF ALLEGIANCE

Chairperson Demeter led the Sub-committee members in the Pledge of Allegiance to the Flag.

4. REVIEW AND APPROVAL OF MINUTES:

A. Request for Approval of Minutes of June 13, 2014.

Motion by Member Voll, seconded by Member Levendorf, to approve the minutes of the June 13, 2014 meeting.

Motion carried with members voting unanimously.

5. WELCOME TO PUBLIC SECTOR PARTICIPANTS, GUESTS AND PUBLIC ATENDEES:

- None

6. CITY LIAISON REPORT:

- Office of Economic Development (OED) report was handed out and reviewed.

Mr. Paradise updated information on the report. He stated Walmart Neighborhood Markets submitted the second round of site plans on Thursday, August 7th for site plan approval. A pre-application meeting was held with Florida Hospital for the site on Saxon Blvd. and Sterling Silver Blvd. on Tuesday, August 5th. He stated RaceTrac on Howland Blvd. is now open and the official ribbon cutting will be held on September 12th. Halifax Health on Saxon Blvd. is open and a special event permit has been pulled by Rafael Ramirez of Halifax Health for a Community Bar-B-Q from 10 am to 2 pm on August 30th. Tractor Supply is submitting for final site plan approval with the City Commission at the August 18th Regular Commission Meeting. Florida Hospital East is in a holding pattern on their project. Halifax Health East is working with the City's Planning and Development Services Department. The Eastern Waste Water Treatment Plant is continuing. A commercial sewer study has been completed for the I-4/Saxon Blvd. to N. Normandy Blvd. area to increase sewer coverage to encourage commercial growth along that area. The City has been working with Trafalgar Development on a rezoning application. Mr. Paradise stated an application will be presented to the City Commission at the September 3rd Regular City Commission Meeting with a second and final reading at the September 15th meeting. The rezoning application addresses issues ranging from concurrency to the location of a roadway. The dialogue is still ongoing with the three owners of the Commerce Park Project. The Eco-Tourism Project is self-explanatory. City staff is working on the development of a parallel facility to I-4, associated with the N. Normandy Blvd. extension. A Tiger Grant has been submitted for improvement of that corridor. Duke Energy is working on a substation in this same vicinity. Finally, the Lakeshore Trail Loop is progressing toward ultimate completion.

7. OLD BUSINESS:

- No Old Business

8. NEW BUSINESS:

- Guest speaker: Mayor John Masiarczyk, City of Deltona

Mr. Paradise stated there is a requirement to select a new Vice-Chairperson. Chairperson Demeter replied the selection is by appointment from the Chairperson and he will be making that decision sometime today.

Chairperson Demeter introduced Mayor John Masiarczyk. Mayor Masiarczyk commented that looking at this report on paper, there are a lot of projects going on and he asked if Trafalgar Square is the Luthra property. Mr. Paradise confirmed it is.

Mayor Masiarczyk stated he was not aware Florida Hospital East was on hold and asked if this is something new. Mr. Paradise replied Florida Hospital owns 20 acres at Doyle Rd. and SR 415. They became interested in property at the corner of Howland Blvd. and SR 415 owned by the Pell family. A developer by the name of Paul Scarpello was working with the site there. Florida Hospital has now decided to concentrate on the original property they own at Doyle Rd. and SR 415.

Chairperson Demeter asked if Florida Hospital is still committed to the location on Saxon Blvd. and the location at Doyle Rd. and SR 415. Mr. Paradise replied he does not know the time frame for the Doyle Rd. and SR 415 site but based on the pre-application meeting earlier this week, Florida Hospital is moving along with the Saxon Blvd. and Sterling Silver Blvd. site. He stated he detected some degree of exigency with the development team and they appear to be on the "fast track". Mayor Masiarczyk stated there is competition now between Halifax Health and Florida Hospital. Halifax Health is more into specialized services and it is not clear what services will be provided in this facility. Mayor Masiarczyk stated there are not enough senior facilities in Deltona and a senior living center would be perfect at the Trafalgar area.

Mr. Paradise replied a living facility is an option under the PUD uses the City is being asked to rezone for this 148 acres. Halifax Health is talking about a medical campus. He stated there is a whole process to establish a new hospital and a Certificate of Need (CON) must be obtained. This establishes franchise rights for other hospitals to prevent encroachment. In the meeting, the applicants from Halifax Health did mention trying to obtain a CON for 30 acres of this 148 acre tract.

Mayor Masiarczyk stated the state looks at the population base and whether there is a need and this is why hospitals are electing for more of clinic type settings. Halifax Health is looking at the I-4 location to service Deltona, Lake Helen and the south end of Deland but the CON is the key. If this area becomes a medical community a lot of doctor's offices and clinics will come in. The City needs to encourage more senior services because of the aging population. Everything right now is outside the City limits. Sterling Park is the only large scale senior center that is available.

Mayor Masiarczyk went on to explain that a lot of people have a misplaced opinion of the City. He described a situation with the permit department and a complaint from a customer of plans not being approved. After looking into the situation, he stated the City did everything correct and turned the information around in 48 hours. The hold-up was on the engineer or planner's side and the customer apologized. He stated development seems to be coming in. Two large national chains are looking for sites in town and one is looking at Howland Blvd. for placing a nice restaurant. He stated there are 86,000 people in Deltona and not even a used car lot, 86,000 people, 35,000 lots and not even a lawn mower repair shop. "This is not the cut-rate, low end community that everyone thinks it is. People in Deltona have a lot of money and they will pay for quality." Mayor Masiarczyk continued that he received a blistering email from a gentleman regarding the proposed grow house in the old

Winn Dixie plaza. He stated there has never been a discussion about a grow house. The Commission listened to the proposal in a four minute presentation but the press reported it.

Member Voll agreed and stated people are talking without understanding that the City of Deltona has not endorsed the grow house. He suggested a new logo and campaign to rebrand Deltona and stated "Deltona has a lot of opportunity for good growth."

Member Levendorf stated when you have heroin busts in Volusia County and in Deltona that is what is put in the press.

Mayor Masiarczyk agreed. He stated the partnership with Volusia County seems to run to the east and he has proposed to the Tourist Development Council (TDC) an Auto Mall West. He suggested that multiple dealers could purchase the Winn Dixie plaza but the dealers will not move into this market. If Nissan had moved in in the past, others dealers would have followed. He stated "that is what we (Deltona) are on the cusp of. There is going to be one aspect of movement and all of a sudden it will blow open." Mayor Masiarczyk stated he has been in contact with a manufacturer from Brazil that is looking into the Deltona area for a possible plant due to an I-4 location. He asked the Sub-committee members if a list has ever been made on what the City of Deltona actually needs and suggested a survey be sent out to the community. He agreed with Member Voll's suggestion on a new campaign and stated the City has set aside a million dollars for infrastructure improvements.

Member Valderrama agreed and stated he went to the Volusia County State of League luncheon and the emphasis is lopsided with focus on the east side of the county.

Mayor Masiarczyk suggested possibly blending the West Volusia Chamber and the Deland West Volusia Chamber because there is confusion with business owners on which Chamber to belong to.

Member Voll asked if there is a plan for a downtown. Mayor Masiarczyk replied he has looked at the corner of Providence Blvd. and Saxon Blvd. since it is all residential. There are two or three willing sellers and now is the best time with housing prices depressed. Redevelopment might offer a way for the homeowners to move.

Mr. Paradise added one of the things needed to make any of these ideas work and one of the reasons the Saxon Blvd. corridor between I-4 and Normandy Blvd. has under-performed is the lack of critical infrastructure. He stated this community will have to make monetary investment to make redevelopment work. Aggregating land is not for the faint of heart and requires buying people out which takes an inordinate amount of financial and political capital. Providing adequate water and sewer coverage is critical to make it work whether it is green field development or redevelopment.

Mayor Masiarczyk replied the Providence Blvd. and Saxon Blvd. location does have sewer and water and Dewey Boster Park is down the street. He stated "we have to make this City a destination. There is no reason to come to Deltona unless you sleep here." He explained when Farnton gets cranked up Deltona will be the area everyone used to live. Anyone with money will move into a new subdivision layout. Deltona was laid out in the 1950's and 60's and redevelopment is necessary.

Member Voll stated “we need another employee like Jerry (Mayes).” Mayor Masiarczyk agreed the Commission needs to look at Mr. Mayes effectiveness and the need for an associate.

Member Valderrama stated a partnership with Stetson University and Bethune-Cookman will create a complimentary business analysis. This campaign will begin when school begins and provides assistance to local businesses.

9. PUBLIC COMMENTS:

10. MEMBER COMMENTS: Public Sector Participant’s Contribution

No comments.

11. SCHEDULE OF NEXT MEETING DATE AND TIME:

October 10, 2014 at 10:00 a.m., 2nd Floor, Conference Room.

12. ADJOURNMENT:

Motion by Member Levendorf, seconded by Member Voll, to adjourn the meeting.

Motion carried with members voting unanimously.

There being no further business, the meeting adjourned at 11:12 a.m.

Rick Demeter, Chairperson

Sandi Jackson, Recording Secretary